

COMMUNITY VISION



A community's vision describes its ideal future. Based on community input from two "Town Hall" public workshops, a "visioneer" program, and several citizen committees, vision statements for seven themes have been prepared. These themes and selected excerpts from the vision statements include:

- I. Strong Community Character and Image**
...a city with a distinct identity that its citizens are proud to call home...
- II. Healthy and Sustainable Economy**
...a broad range of business, employment and housing opportunities that support an excellent standard of living...
- III. Strong and Safe Neighborhoods**
...a diverse yet integrated community that celebrates its neighborhoods...
- IV. Improved Mobility**
...a wide range of convenient and affordable mobility options...
- V. Healthy and Sustainable Environment**
...residents cherish our open space and natural resources, ... protect, enhance and preserve them...
- VI. High Quality Community Services**
...ensure that services and infrastructure expand to match needs created by growth and redevelopment...
- VII. Effective Growth Management and General Plan Implementation**
...committed to sound growth management and carrying out General Plan policies and programs...

The City's Economic Development Strategy presents Chula Vista's economic vision and the needed actions to achieve it.

CHALLENGES FACING CHULA VISTA

To reach the desired vision, the City faces many challenges and must balance competing demands. As part of a dynamic, international region Chula Vista's future challenges are also shared by other cities in the region.

Population Growth | Most of the region's recent growth came from children born to existing residents, not people moving here from other places, a trend that is expected to continue. Housing demand has outpaced supply resulting in high housing costs, low vacancy rates, and shared households.

Jobs / Housing Balance | Chula Vista has fewer jobs than housing units. Adding more jobs, shopping and dining here can reduce trips outside the city and increase local revenues.

Traffic | The region's ability to widen roads for increased automobile traffic is limited. Putting housing and jobs closer to transit stations offers an alternative.

Public Facilities | Services such as water supply, schools, police, fire protection and regional transportation need to keep pace with growth. Some developed areas also need public improvements.

Community Amenities

| Residents want additional facilities for culture and the arts, a landmark park, and types of shopping and dining not currently available in Chula Vista.



Economic and Fiscal Realities | The available means to pay for and maintain public facilities under different mixes and intensities of land use are varied. Chula Vista wants to attract and maintain jobs that will enhance the income and standard of living for its residents.

CONNECT LOCAL AND REGIONAL EFFORTS

The General Plan Update connects local and regional planning efforts. A few of these efforts include:

Regional Comprehensive Plan (RCP) | Led by the San Diego Association of Governments (SANDAG), the Plan emphasizes a compact, environmentally sensitive pattern of development that puts housing closer to where people work to reduce commutes and provide options to solo driving.

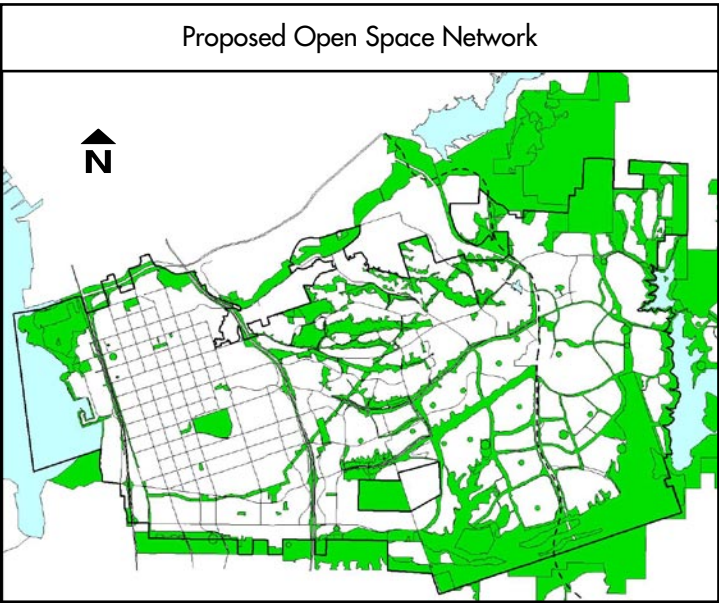
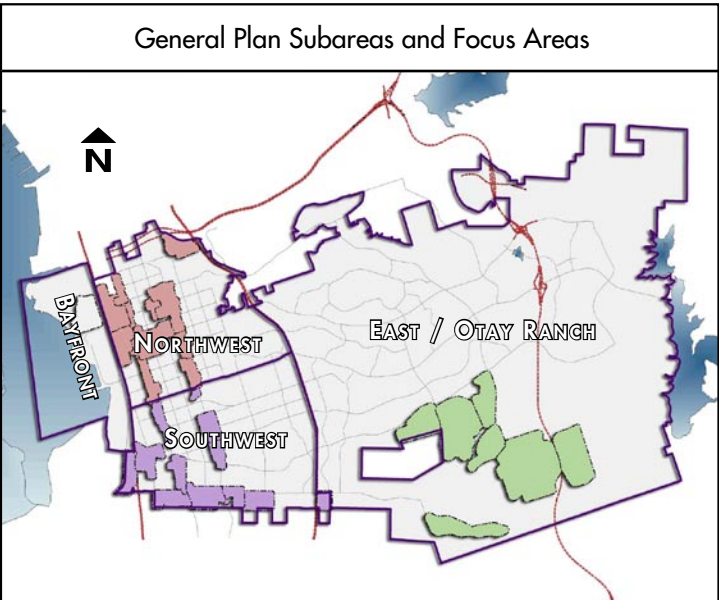
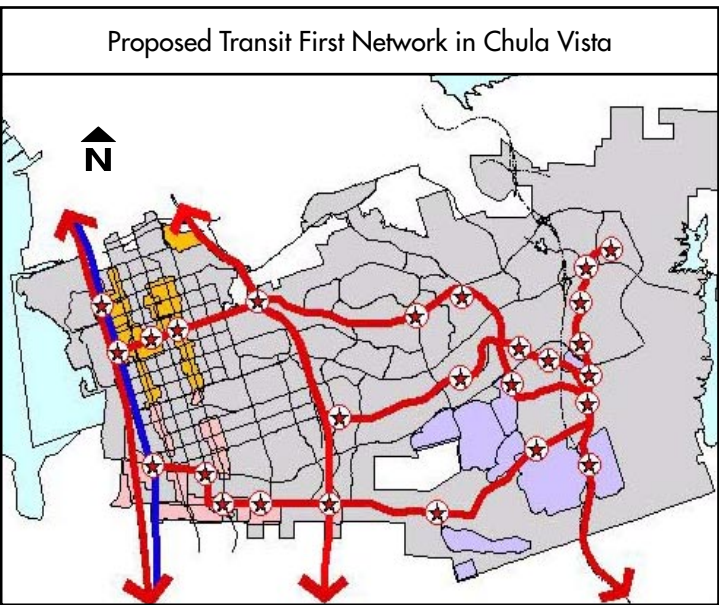
South Bay Transit First Program | This future transit system to improve connections to major destinations in the South County and the surrounding area will link western Chula Vista with Otay Ranch and other activity centers.

Chula Vista Bayfront Master Plan | The Bayfront is a great asset to the community and its future has greatly concerned the public. The San Diego Unified Port District, the City, and private property interests are currently working to plan this key area. A public planning process will address any changes in plans for this area.

ONLY FOCUS AREAS ARE PROPOSED FOR CHANGE

Focus Areas of Change | The Chula Vista General Plan Update organizes the City into four large **planning subareas** (see map). Much of the City is made up of stable single-family neighborhoods and other areas where few changes are likely. Each planning subarea has several smaller **focus areas** that are targeted for special attention, change or new development. They include parts of the city where new growth or redevelopment can best be accommodated because of transportation choices and opportunities for mixed use development or higher housing densities. The focus areas include some commercial corridors, multi-family areas, and industrial areas in western Chula Vista. East/Otay Ranch focus areas are limited to land already planned for development.

Open Space | The City's open space network, which includes the Chula Vista Greenbelt, is the backbone of an open space and park system that extends throughout the city. Several thousand undeveloped acres in the City will remain as permanent open space. Environmental protection of designated habitat areas will continue. Directing new and infill growth to areas along major arterial corridors and transit routes is beneficial to open space areas and the City as a whole.



PUBLIC INPUT INTO THE GENERAL PLAN PROCESS

Chula Vista Vision 2020 has relied heavily on the public to guide the General Plan Update. Key steps in the process have included:

- April 2002 – Town Hall I public meeting and Community Festival to introduce Chula Vista Vision 2020 and kick off public outreach efforts.
- Summer/Fall 2002 – A "visioneering" program for citizen volunteers to identify the public's desires for Chula Vista, with over 4,000 comments received.
- Winter / Spring 2003 – Work by four Citizen Committees to help prepare the draft vision and goals and preliminary planning concepts.
- June 2003 – Town Hall II public meeting to present and get community feedback on the draft vision and goals; preliminary land use and transportation concepts for select areas of the city; and other citywide plans.

UPCOMING WORKSHOPS

Join us for community workshops on the General Plan Update! The workshops will focus on important choices and getting the public's ideas and preferences about these choices. Each workshop will focus on a particular geographic area of the City, but will also consider other areas and ties to the entire city.

LIGHT REFRESHMENTS WILL BE SERVED.

NORTHWEST CHULA VISTA SAT., NOVEMBER 15, 2003 9 A.M. – NOON NORMAN PARK CENTER 230 F STREET	SOUTHWEST CHULA VISTA MON., NOVEMBER 17, 2003 6 P.M. – 9 P.M. OTAY ELEM. SCHOOL, MULTI-PURPOSE ROOM 1651 ALBANY AVENUE	EASTERN CHULA VISTA / OTAY RANCH WED., NOVEMBER 19, 2003 6 P.M. – 9 P.M. HEDENKAMP ELEM. SCHOOL, MULTI-PURPOSE ROOM 930 EAST PALOMAR STREET

In compliance with the Americans with Disabilities Act (ADA), the City of Chula Vista asks that individuals requiring special accommodation request assistance three working days before the workshop. Please call (619) 409-5486.

WHAT'S NEXT?

Following the Town Hall community workshops in November, the land use concepts will be refined and studied in more detail, leading to a draft General Plan and Environmental Impact Report in 2004.

FOR MORE INFORMATION

For more information, visit the General Plan Update link at the City's web site, www.chulavistaca.gov, or call the General Plan Update phone line at (619) 409-5486.



Chula Vista Vision 2020
General Plan Update

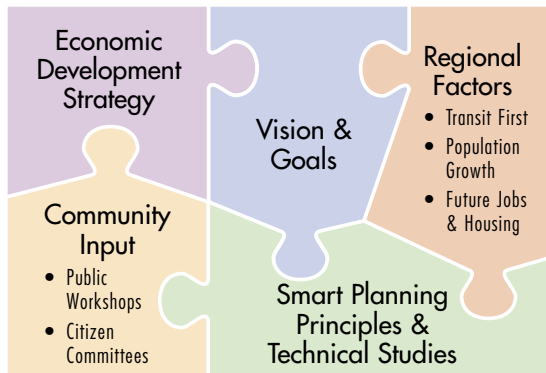
General Plan Workshops in November

We need to hear from you!

It's your community, and we need to hear from residents, landowners, businesses and others about important choices being considered for Chula Vista's future. Based on community input from public workshops, plus other sources, **land use concepts** have been prepared for your review (see inside). These land use concepts will be shown on more detailed maps at **three mid-November public workshops** (see back page), where the main purpose is for the City to get community feedback on the concepts. Each workshop will focus on a different geographical area of the City – Northwest, Southwest and East / Otay Ranch – but will also consider the "big picture."

Chula Vista has reached a critical point in charting its future and defining its role in the San Diego region. While the city has evolved as a largely residential, suburban community, it is now emerging as the dynamic hub of South San Diego County. Definition of the city's future role, character and image are central considerations in Chula Vista Vision 2020, the General Plan Update. This summary is provided to let you know about the General Plan Update, and to encourage you to attend the public workshops. **The City wants to hear your thoughts. It's your future so get involved!**

Input for Chula Vista's Vision 2020 General Plan comes from many sources.



Juntas Importantes para la Comunidad sobre el Futuro de Chula Vista:

La Ciudad esta en el proceso de poner al dia, su Plan General (General Plan) para identificar donde y como puede ocurrir el futuro desarrollo y reconstruccion ocurrira. Varios mapas enseñaran las opciones prliminares que seran presentadas a la comunidad para discusion en las juntas de **Noviembre 15, 17, y 19, 2003**. Para mas informacion en español por favor llame al (619) 409-5486, o puede obtener informacion en el Plan General (General Plan) en el City's Website en el (www.chulavistaca.gov).

"It's your future, so get involved!"

Chula Vista Vision 2020



LAND USE CONCEPTS

The **Chula Vista General Plan Update** will include a land use map and policies to guide new growth and infill development; maintain existing stable neighborhoods and business districts; and improve focus areas of change within the city. Based on community input from Town Hall II, three different land use concepts have been mapped for the Northwest, Southwest and East / Otay Ranch subareas. These land use concepts are shown at right in simple diagrams and a legend. The land use concepts will be shown on more detailed maps at upcoming community workshops (see back page for dates and times), where the main purpose is for the City to get public feedback and comments on the concepts.

MAKING CHOICES

In the General Plan Update, the community has many important choices to make regarding future land use and development. These choices are influenced by the City's changing population, a limited amount of land available for development, and the need for more jobs and housing. The following urban planning concepts listed below offer strategies for use in select areas of Chula Vista. These concepts are choices the community will consider, and have been incorporated into the Land Use Concept maps (shown at right) that will be presented for public input at the November community workshops.

Compact Building Design

Compact building design provides an alternative to more conventional development by encouraging buildings to grow "up" rather than "sprawl out." This helps preserve open space and results in more efficient use of land and resources. The higher population of compact communities helps to support transit (trolley and bus) and creates neighborhood centers with convenient local shopping, services, and restaurants.



Transit-Oriented Development

Transit-oriented development (TOD) is defined as moderate to higher-density development that is located within an easy walk (about 10 minutes) of a major transit stop. TOD includes a mix of housing, employment, and shopping in areas that are designed for pedestrians, but still include cars. Due to Chula Vista's existing trolley system and the proposed Transit First bus rapid transit system, there are several opportunities within the City for transit-oriented development.



Mixed Use

Traditional downtowns include buildings with retail storefronts on the ground floor and offices or residences on upper stories – thus, "mixed use." Throughout California, horizontal and vertical mixed use development is growing increasingly popular. Mixed use allows people to live closer to jobs, shopping, and recreation. People are able to easily walk or bike from their homes to the store, park, or library, which helps reduce traffic congestion and pollution. Mixed use adds vitality to public streets, sidewalks and public spaces and contributes to a safer environment. Mixed use can also provide fiscal and economic benefits. Chula Vista has many opportunities for mixed use in addition to those already occurring or planned.



Parks, Plazas and Open Space

Communities depend upon parks, plazas and open space to add to residents' quality of life. Well-planned and maintained parks, plazas and open space are essential where compact building design may reduce the size of private yards. Creating new parks, public spaces and amenities are priorities to the Chula Vista community, especially in underserved areas.

Housing Choices

Housing is a critical part of a community's growth, as it makes up a significant share of new construction and development. While traditional single-family housing is very important, many of today's households are single parents, senior citizens, young professionals, college students and populations with special needs. Demand is growing for more well-designed multi-family housing, both condominiums and apartments. To provide for its changing population and to accommodate future growth, Chula Vista needs to consider a variety of housing types and affordability to meet the needs of residents.



Quality Design

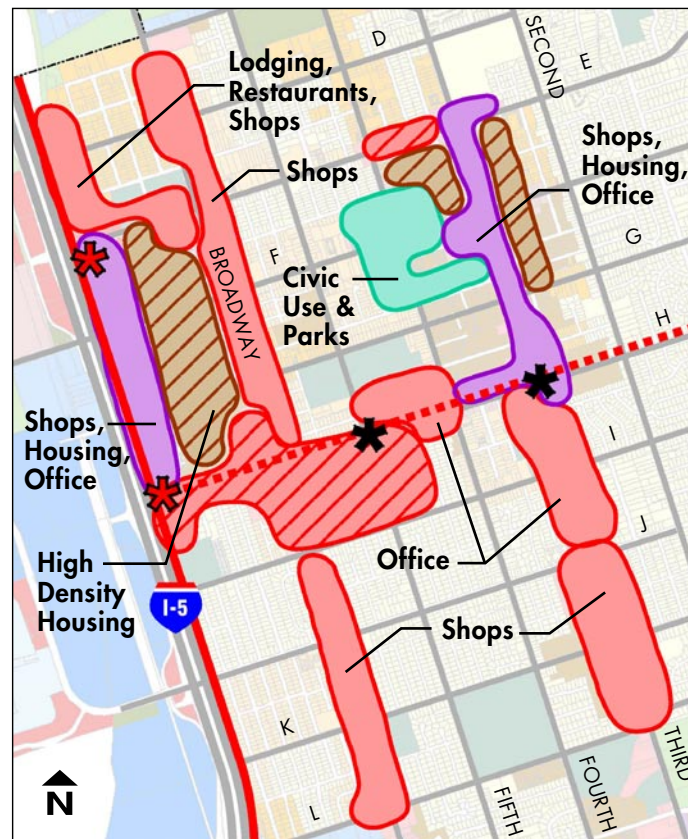
Over the last decade, communities have placed a greater priority on the quality and appearance of new buildings. New development that reflects a high quality of design helps create a better community image. It is especially important that higher density housing is well designed so it contributes to the overall community and increases property values. Chula Vista will have opportunities to create new architectural landmarks and also protect the existing buildings and landmarks that are important to the community.



LEGEND

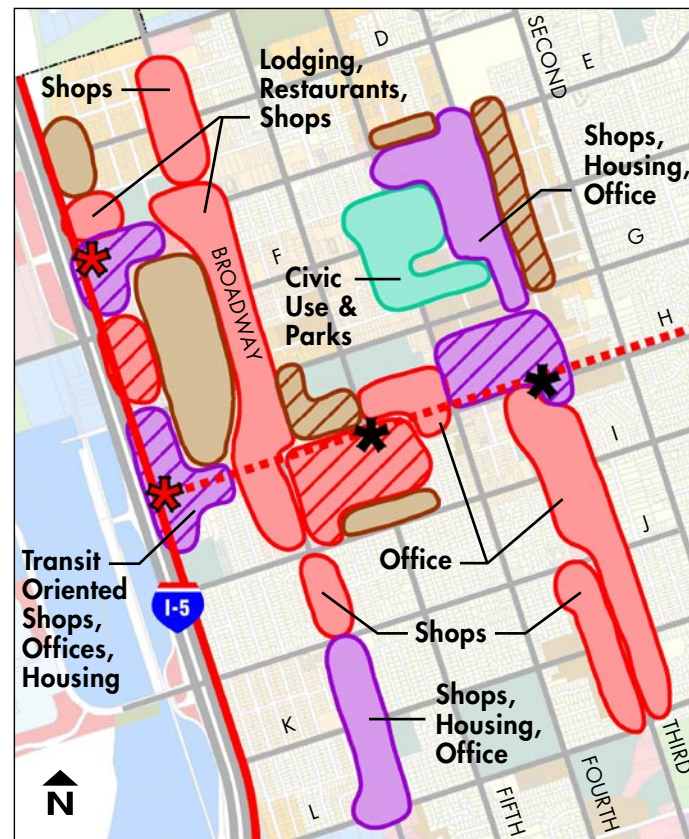
Mixed Use (Housing, Shops, Office)	Commercial	Urban Core Housing	Public, Quasi Public and Civic Use	Existing Transit Station
Mixed Use at Transit Focus Area	Mixed Use Commercial (Shops & Office)	Multi-Family Housing	Parks & Open Space Recreation	Future Transit Station
	Limited Industrial	Single-Family Housing	Business Park Overlay	Existing Transit Route
				Future Transit Route
				Future Roadway

NORTHWEST



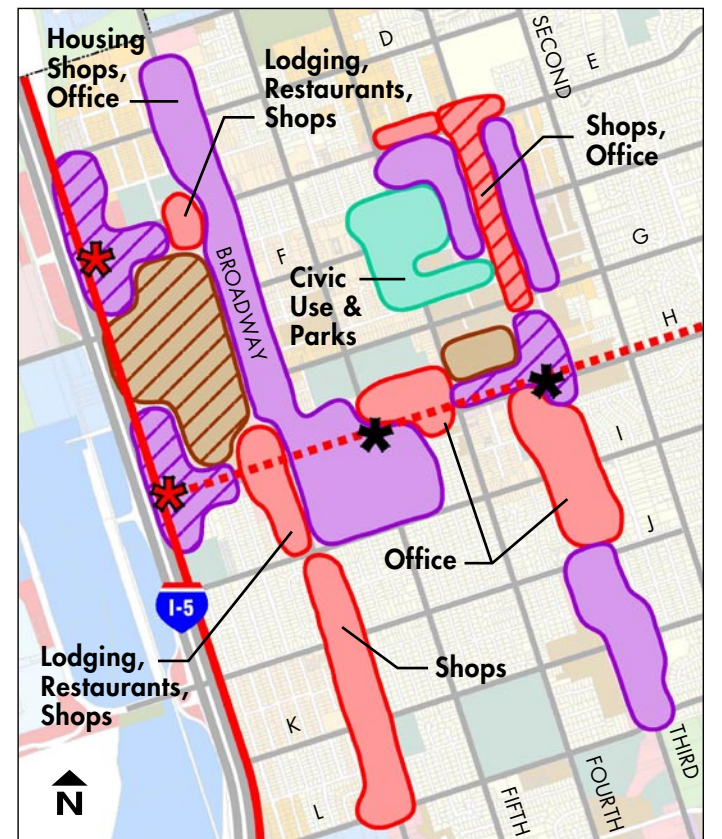
CONCEPT A

H St intensifies as the City's major business corridor. Shops and services along Broadway serve the higher density housing located to the west. Visitor-oriented lodging, restaurants and shops are concentrated at E St and I-5. Third Ave Downtown becomes a major mixed use area (shopping, office, entertainment, housing), with higher density housing on either side to support shops.



CONCEPT B

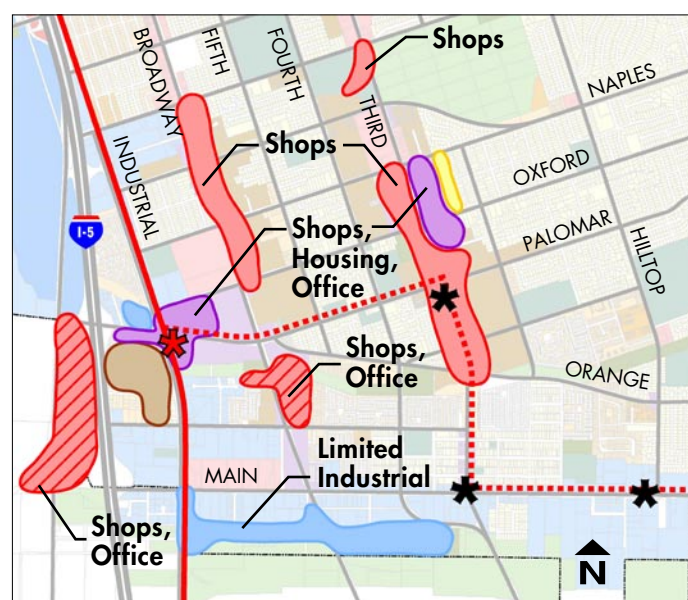
Mixed use (housing, shopping, services and office) is dispersed at four key areas, with higher intensity occurring at the transit stations and low to moderate intensity around Downtown Third Ave. The Broadway corridor intensifies with hotels, restaurants and shops, both for visitors and residents of higher density housing to the west. Third Ave south of H St keeps a lower intensity for neighborhood shopping and offices.



CONCEPT C

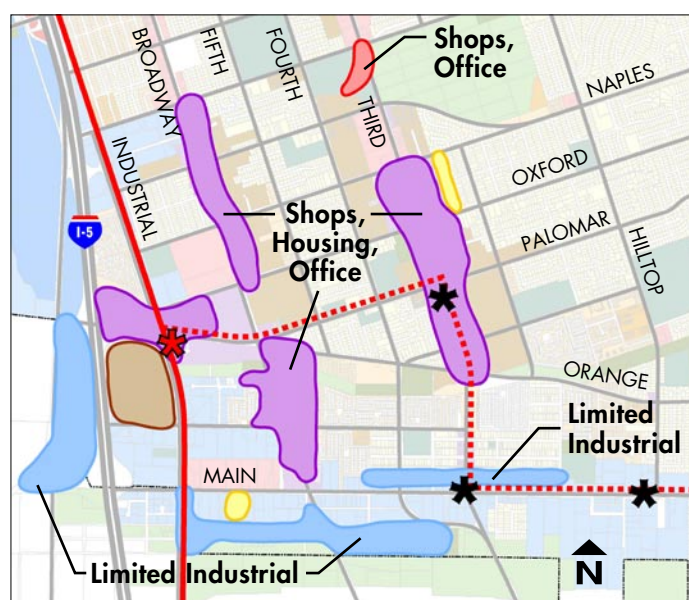
Downtown Third Ave businesses are flanked by low intensity mixed use areas of housing, offices and shops. Higher intensity mixed use and multi-family housing are concentrated west of Broadway and at the Third Ave transit station. H St, the Broadway corridor, and Third Ave south also are mixed use areas. Lodging for visitors occurs at two locations along Broadway near E and H St.

SOUTHWEST



CONCEPT A

A mix of shops, office and multi-family housing is added near key transit stations. Multi-family housing areas are increased to allow more people convenient access to transit. The area west of I-5 uses its freeway access to encourage a mix of shops and offices, adding jobs. Main Street remains a major auto-oriented and limited industrial corridor, which is also expanded south.



CONCEPT B

Several areas of mixed use are located along the Broadway and Third Ave corridors to provide shopping, office, housing, and employment opportunities near to one another. The limited industrial area along the north side of Main Street is extended to allow deeper lots for business opportunities.



CONCEPT C

Mixed use is emphasized around the Palomar trolley station, the Broadway corridor, and west of I-5 to provide shopping, office, housing, and employment opportunities near to one another. Part of Third Avenue's under-developed shopping area is changed to multi-family. Some Main St frontage is made deeper and becomes commercial to provide shops and services for the surrounding neighborhood.

EAST / OTAY RANCH



CONCEPT A

Mixed use areas with shopping, jobs, multi-family housing and civic uses are located at three nodes (La Media west of Birch, Main/La Media, and SR125/Hunte), surrounded by lower density single-family housing. Limited industrial is clustered along Heritage Road and Main. Several open space recreation areas are on the south side, located within the larger preserve open space system.



CONCEPT B

Employment is emphasized throughout, with several locations for limited industrial uses and a large technology business park near SR125. Mixed use with shopping, jobs, multi-family housing and civic uses is concentrated in two areas along La Media and south of the Eastern Urban Center (EUC). Open space recreation areas are located within the larger preserve open space system, and a centralized, large community park is provided.



CONCEPT C

Multi-family and single-family housing are emphasized throughout, and are served by nearby mixed use areas that have shopping, office and higher density housing. The area east of Heritage, south of Main includes mixed uses. Limited industrial is concentrated in a single area along Heritage Road and Main Street.